

What Is Claimed Is:

- 1 1. A method for the presentation of advertisements, comprising:
  - 2 providing exposure of an advertising message to a plurality of viewers;
  - 3 recording an action taken by at least one of said viewers in response to said advertising
  - 4 message; and
  - 5 providing additional exposure of said advertising message based on said action.
- 2 2. A method for the presentation of advertisements, comprising:
  - 3 providing exposure of an advertising message to a plurality of viewers;
  - 4 recording a plurality of actions taken by ones of said viewers in response to said advertising
  - 5 message; and
  - 6 providing additional exposure of said advertising message to said plurality of viewers based
  - on said plurality of actions.
- 1 3. A method for the presentation of advertisements, comprising:
  - 2 providing exposure of an advertising message from a server to a plurality of viewer
  - 3 computers over a computer network;

4 recording at said server a plurality of actions entered into ones of said viewer computers, said  
5 actions made in response to said advertising message;  
6 providing bonus exposure of said advertising message to said plurality of viewer computers  
7 based on said plurality of actions.

1 4. The method of claim 3 wherein said action includes selecting said advertising message with a  
2 cursor movement device.

3 5. The method of claim 3 wherein said action includes  
4 selecting a link associated with said advertising message with a cursor movement device; and  
5 displaying content from a site associated with said link.

1 6. The method of claim 5 wherein said action further includes  
2 completing a purchase transaction at said site.

1 7. The method of claim 3 wherein said action further includes permitting a transfer of viewer  
2 information to a buyer's computer system.

1 8. A method for the presentation of advertisements, comprising:  
2 providing a predetermined number of impressions of an advertising message from a server to  
3 a plurality of viewer computers over a computer network;  
4 recording at said server a plurality of actions entered into ones of said viewer computers, said  
5 actions made in response to said advertising message; and  
6 providing an additional number of impressions, beyond said predetermined number, of said  
7 advertising message to said plurality of viewer computers based on said plurality of actions.

1 9. The method of claim 8 wherein said action includes selecting said advertising message with a  
2 cursor movement device.

1 10. The method of claim 8 wherein said action includes  
2 selecting a link associated with said advertising message with a cursor movement device; and  
3 displaying content from a site associated with said link.

1 11. The method of claim 10 wherein said action further includes  
2 completing a purchase transaction at said site.

1 12. The method of claim 8 wherein said action further includes permitting a transfer of viewer  
2 information to a buyer's computer system.

1 13. A set of instructions residing in a storage medium, said set of instructions capable of being  
2 executed by a processor to implement a method for the presentation of advertisements, the  
3 method comprising:  
4 providing a predetermined number of impressions of an advertising message from a server to  
5 be displayed at a plurality of viewer computers over a computer network;  
6 recording at said server a plurality of actions entered into ones of said viewer computers, said  
7 actions made in response to said advertising message; and  
8 providing an additional number of impressions, beyond said predetermined number, of said  
9 advertising message to be displayed at said plurality of viewer computers based on said  
10 plurality of actions.

1 14. The set of instructions of claim 13 wherein said action includes selecting said advertising  
2 message with a cursor movement device.

1 15. The set of instructions of claim 13 wherein said action includes  
2 selecting a link associated with said advertising message with a cursor movement device; and

3 displaying content from a site associated with said link.

1 16. The set of instructions of claim 15 wherein said action further includes  
2 completing a purchase transaction at said site.

1 17. The set of instructions of claim 13 wherein said action further includes permitting a transfer  
2 of viewer information to a buyer's computer system.

1 18. A system for the presentation of advertisements comprising:  
2 a computer system to provide a predetermined number of impressions of an advertising  
3 message to a plurality of viewer computers over a computer network, said computer system  
4 to record a plurality of actions entered into ones of said viewer computers, said actions made  
5 in response to said advertising message, and said computer system to provide an additional  
6 number of impressions, beyond said predetermined number, of said advertising message to  
7 said plurality of viewer computers based on said plurality of actions.

1 19. The system of claim 18 further comprising a viewer computer wherein said action includes  
2 selecting said advertising message with a cursor movement device at said viewer computer.

1 20. The system of claim 18 further comprising a viewer computer and a buyer's computer system  
2 wherein said action includes  
3 selecting a link associated with said advertising message with a cursor movement device at  
4 said viewer computer; and  
5 displaying content at said viewer computer from a site associated with said link and said  
6 buyer's computer system.

21. The system of claim 20 wherein said action further includes completing a purchase  
transaction at said site.

1 22. The system of claim 18 further comprising a viewer computer and a buyer's computer  
2 system, wherein said action further includes permitting a transfer of viewer information to  
3 said buyer's computer system.

1 23. The system of claim 18 wherein said computer network is an Internet.

1 24. The system of claim 19 wherein said computer network is an Internet.

1 25. The system of claim 20 wherein said computer network is an Internet.

1      26. The system of claim 21 wherein said computer network is an Internet.

1      27. The system of claim 22 wherein said computer network is an Internet.

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